

**IN THE CLAIMS:**

The following listing of claims will replace all prior versions and listings of claims in the application. Please amend the claims as follows:

Claims 1-2 (Cancelled).

Claims 5-14 (Cancelled).

15. (New) A system configured to permit sharing of personal information over a network, said system comprising:

a server configured to receive, via said network, user profile information from a first plurality of network users;

a database sub-system configured to store said user profile information received from said first plurality of network users;

wherein said system is configured to generate cumulative aggregate user profile information from said user profile information received from said first plurality of network users, and wherein said system is configured to provide said cumulative aggregate user profile information to a first plurality of business entities.

16. (New) The system of claim 15, wherein said system is web-based, wherein said system includes a web server coupled to said network, and wherein said web server is configured to provide said cumulative aggregate user profile information to said first plurality of business entities via one or more web pages.

17. (New) The system of claim 16, further comprising an application server coupled to said web server, wherein said application server is configured to generate said cumulative aggregate user profile information from said user profile information received from said first plurality of network users.

18. (New) The system of claim 15, wherein said system is further configured to accept sharing control information from users in said first plurality of network users.

19. (New) The system of claim 18, wherein said system is configured to share a first network user's personal information with a designated group of network users according to said sharing control information provided from said first network user to said system.

20. (New) The system of claim 15, wherein said server is further configured to receive additional user profile information from a second plurality of business entities, wherein said additional user profile information corresponds to a second plurality of network users, wherein said system is configured to generate said cumulative aggregate user profile information from said user profile information received from said first plurality of network users and said additional user profile information received from said second plurality of business entities, and wherein said system is configured to provide said cumulative aggregate user profile information to a second plurality of business entities.

21. (New) A system configured to permit sharing of personal information over a network, said system comprising:

a server configured to receive, via said network, pushed content personalized to a first user, wherein said pushed content personalized to said first user is pushed from a first plurality of business entities associated with said first user;

a database sub-system configured to store said pushed content personalized to said first user;

wherein said system is configured to generate a graphical interface including said pushed content from said first plurality of business entities, wherein said system is configured to display said graphical interface to said first user, and wherein said system is configured to concurrently display pushed content from at least two of said first plurality of business entities as part of said graphical interface.

22. (New) The system of claim 21, wherein said system is web-based, wherein said system includes a web server coupled to said network, and wherein said web server is configured to display said graphical interface to said first user via one or more web pages.

23. (New) The system of claim 22, further comprising an application server coupled to said web server, wherein said application server is configured to generate said graphical interface from said pushed content received from said first plurality of business entities.

24. (New) The system of claim 21, wherein said system is further configured to include additional content as part of said graphical interface, wherein said additional content is personalized to said first user in response to information received by said server from said first user.

25. (New) The system of claim 21, wherein said system is further configured to share personal information of said first user with one or more designated users of said network, wherein said system is configured to share said personal information of said first user based at least in part upon sharing control information provided by said first user to said system.

26. (New) The system of claim 25, wherein said sharing control information includes information identifying said one or more users and information identifying said personal information of said first user designated to be shared.

27. (New) The system of claim 21, wherein said system is configured to display said graphical interface to said first user in response to said first user signing on to said system.

28. (New) A system configured to permit voting over a network, said system comprising:

a server configured to receive voting information from a plurality of network users; and

a database sub-system configured to store said voting information;

wherein said system is configured to compile voting results based at least in part upon said voting information received from said plurality of network users, and wherein said system is configured to display said voting results to said plurality of network users.

29. (New) The system of claim 28, wherein said system is web-based, wherein said system includes a web server coupled to said network, and wherein said web server is configured to receive said voting information via one or more web pages.

30. (New) The system of claim 29, further comprising an application server coupled to said web server, wherein said application server is configured to compile said voting results from said voting information received via said web server.

31. (New) The system of claim 30, wherein said web server is configured to display said voting results via one or more web pages.

32. (New) A computer-based method for sharing personal information over a network, comprising:

receiving, via said network, user profile information from a first plurality of network users;

storing said user profile information received from said first plurality of network users in a database;

generating cumulative aggregate user profile information from said user profile information received from said first plurality of network users; and

providing, via said network, said cumulative aggregate user profile to a first plurality of business entities.

33. (New) A computer-based method for sharing personal information over a network, comprising:

receiving, via said network, pushed content personalized to a first user from a first plurality of business entities associated with said first user;

storing said pushed content personalized to said first user in a database;

generating a graphical interface using said pushed content from said first plurality of business entities; and

displaying said graphical interface to said first user, wherein said displaying includes concurrently displaying pushed content from at least two of said first plurality of business entities to said first user.

34. (New) A computer-based method for voting over a network, comprising:

receiving, via said network, voting information from a plurality of network users;

storing said voting information in a database;

compiling voting results based at least in part upon said voting information received from said plurality of network users;

displaying said voting results to said plurality of network users via said network.

35. (New) The method of claim 34, further comprising designating that a subset of a total number of network users are permitted to submit said voting information.